



THE HORNET

BCC'S student news journal

Your Equality, My Equality

I wish to address the enduring problem of racism that encompasses our society. It is a subject that has plagued the world since the dawning of time. It has devoured every sense of morality and ethics around the world. I am bothered by the fact that this excessive ignorance continues to grow in thousands everyday.

I have witnessed and endured brutal racism at its core and have suffered atrocities that would infuriate any sane person, and I am only 23 years of age. Although I deem that I have not fully examined the world in all its radiance, I constantly wonder what to make of the lack of peace and equality within it.

I do not claim to hold the supreme answer to the sovereignty of African American people of the world, and I wonder if we will ever be truly free. In light of this, I hope to deliver some inspirational wisdom to all populations.

This is no joke. I am very serious about the subject of racism. I am also serious about change, equal opportunity, liberty, righteousness, reparation and justice. I am serious about any issue that promises the transformation of this unjust system of inequality that has plagued our civilization since it came into existence. I am as serious as a heart attack.

Should we carry on as revolutionists, rebuking every sense of racist behavior that still exists? In all actuality, this measure would be impossible to accomplish. So then, we are left with the question; "Will racism ever cease in America?"

Probably not in my lifetime, but I pray that one day it will cease to exist.

In light of this, we must strive for perseverance. We must not lose our sense of hope. I am proud of our heritage, unity, our history of love and conservation, and of our values and moral codes between one another.

We are a beautiful people. In the last 50 years, we have continuously learned how to advance our status as a people in the United States. We must continue to progress in ways which are formulated upon success, to open doors for future generations of thriving African American youth.

This is why we need not give up hope; this is why we must carry on.

There is no immediate solution to end the crusade against racism. I believe that in order to alleviate the problem, you must start by infiltrating its core. However, this core has been imbedded within the very spirit of our society and will be for longer than any of us will ever hope to live.

I believe that hope, geared in a forward direction, is the source of what shall one day break the shackles of racism around our world.

BY: PETER HOPKINS

Student Poets Strut Their Stuff

During October 2002 the Black Student Union at Broome Community College hosted their 1st annual poetry event. The cafeteria was filled with students who read original works along with literary art work by famous poets such as Hughes, Angelo, and Giovanni.

The gathering of students, who were delighted by the readings, gestured their approval to words they could relate to by the nodding their heads, clapping their hands, and voicing loud "ooh's" and "ahh's". The show was hosted by Matt D from radio station STAR 105.7(WMRV) who did an excellent job.

Qualeah read a poem entitled "Phone Bill" which all college students can identify with! A young man by the name of Zachariah inspired many with his "freestyle" capabilities. Ms Carla Clarke, BSU president, added lots of spice with her poem entitled "Too Close".

Keep your eyes and ears open for all these artists in future published works!

Ms Chocolate - as she likes to be called - is another writer who is serious about the way she communicates.

She is a poetess on the rise.

Many confuse her with

Carla Clark

(they do

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"Student Poets Strut Thier Stuff"

resemble one another but they are not the same person). She received rave reviews for her poem entitled "Affection". Feel free to send your comments to her, or ask for poetry samples by email at melt_all_n_you@hotmail.com.

Many of the poems were focused on the Black experience but several other issues were also creatively presented. All selected and written poems were read with authentic enthusiasm, emotion, and insight.

The BSU would like to thank all BCC and SUNY Binghamton students who came out to participate and support our effort to unite students. The Black Student Union looks forward to next year's event and anticipates more aspiring artists to come forward with their work.

BY: CHIPPELLA LEWIS

The New Hornet jams with Dr. Michael Kinney's Dixieland Jazz Band during Opening Weekend for BCC's new Ice Center

Thousands of students check out clubs and organizations during Student Activities Day.

Nickel Creek vocalist/violinist Sara Watkins stays late after a sold-out concert to sign autographs for hundreds of fans.

Students gear up for some serious lazer tag at BCC's Student Activities Day this past fall.

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Forecasting to Save Lives

A driving, East Coast snowstorm in Binghamton, the kind that can bury the Triple Cities, inspired Mike Branick (PE '76) as a teen to pursue his future career as a meteorologist with the National Weather Service.

"The storm that began on Christmas Day 1969 sticks out as a turning point for me. I think it was the next day (and about two feet of snow later) that I first realized that weather could be a really cool line of work," he said.

Early on, BCC figured perfectly into Mike's career plan. Knowing he needed a solid background in math and physics, he enrolled in the engineering science program at Broome, walking to the campus from home, and learning the basics so he could "hit the ground running" when he moved on to an undergraduate meteorology program. He transferred to SUNY Albany for his B.S. and then M.S. in Atmospheric Science. When he finished, he initially spent some time near New Orleans working for the National Weather Service there, and then transferred to Oklahoma in 1983 where he is today.

As a lead forecaster, Mike guides his staff in providing routine forecasts for a large geographic area including most of western, central and southern Oklahoma and a small part of northern Texas. But the most important part of his job is to warn people of potentially hazardous weather, and Oklahoma has plenty of it: tornadoes, giant hail, snow, ice, floods, etc. Mike's decisions, sometimes life-or-death, can affect the lives of thousands, even millions, of people.

Even with excellent forecasts, the weather still takes its toll. In December 2000 and January 2002, Mike and his team forecasted severe ice storms with results that were bittersweet. "There's satisfaction in being right," Mike said, "but frustration in knowing that each storm left over 100,000 people without power (some for over a month)."

"The challenge is to sound the warning for weather that turns dangerous, but not to cry wolf when it doesn't," Mike explains. "Our users might be a few golfers wondering if they can get the last few holes in, or it might be thousands of workers wondering if they will make it home through the snow and ice."

Or it might be hundreds of thousands of people responding to life-threatening tornadoes. Such was the case during the unprecedented tornado outbreak of May 3, 1999.

Mike recalls: "May 3, 1999 was one for the ages, even by Tornado Alley standards. I was on a forecast shift the night before. We saw the potential for tornadoes later in the day, but no one could have foreseen the

incredible number and intensity of the tornadoes that struck central Oklahoma that evening."

That event was the most frightening weather event Mike had ever experienced personally. Home sleeping when it began (he was working the night shift), Mike turned on the TV to discover that the local stations were in continuous coverage of the event, including live helicopter shots of the massive mile-wide funnel bearing down on the south parts of Oklahoma City.

"Norman, where I live, was close to the projected path. At that moment, I think I was as scared as I have ever been of the weather."

The storm ended up missing Norman, sparing him, but not the residents in and near south Oklahoma City. As a member of one of the damage survey teams the next day, Mike was sent out to assess the magnitude of the storm.

"I was among the first to determine that it was an F5 tornado," Mike said. "There's an eerie feeling being in the midst of such utter destruction. No pictures, no videos, no news stories can come even close to the actual experience of seeing the aftermath with one's own eyes. It's a humbling experience."

Forty Oklahomans died in those tornadoes. Estimates are that there could have been more than 700 killed if there had not been advance warnings.

"So we likely helped save hundreds of lives on just that one day." But, he adds, "I'm not satisfied unless the death toll is zero."



"There's an eerie feeling being in the midst of such utter destruction..."



Student to Student

"On Domestic Violence"

Domestic violence happens in our society every day. Every 10 minutes someone out there is battling some form of domestic abuse. Many are afraid to tell others what they are experiencing. This abuse is happening to both men and women. However, most men are afraid to talk about it. Many feel they have a manly image to protect so they suffer the abuse in silence. Some women are afraid to speak out because of threats against them or their family by the abuser.

Most people who have been exposed to physical and mental abuse think they are at fault. Many times the abuser blames everything on the victim. They may have heard statements such as, "If you wouldn't wear that outfit I wouldn't have to hit you," or, "If you do what I say I wouldn't have to hurt you".

To those of you out there who are in these situations, trust me it's not your fault. Many victims develop very low self-esteem. They have a tendency not to acknowledge the abuse. It's important to understand that if someone is hitting you, or even making you feel insecure, uncomfortable and disrespected, these are signs of abuse.

If your abuser continually apologizes, and promises that it will never happen again, it is still time to get out of the relationship. It will happen again. Many women make excuses for their abuser. Some say, "He's drunk. He didn't mean it. I fell. I should have done what he said."

Remember, your abuser did not bring you into this world. He or she does not have the right to do these things to you, or to dictate how you live your life.

I was a victim of domestic violence for five years, and I have heard it all. I've used any excuses you can think of. But the abuse never stops. I was beaten every day. The "reasons" varied. Sometimes it

was for not being home from work on time, or for taking the kids to the park. Other times it was for not walking fast enough when taking the kids to school, or not cooking the right food on the right day.

Even when I made an attempt to do everything right, nothing stopped the abuse. I eventually came to realize that it wasn't something I could fix by changing myself. As the days went by, it became worse. I was beaten with a baseball bat, bottles, belts, sticks, and anything else that my abuser could get his hands on.

It horrifies me that my children witnessed this abuse. If they cried I would be beaten more until they stopped. They were scared. Someone was hurting their mother and crying was the only way they could express their anger. I felt like I was being punished for not being a good parent. Nevertheless, all I wanted was for my children to be happy and safe.

It came to a point where I would just come home, stand there, and take the beatings. It took me five years to build up the courage to start fighting back, but I did it. I kept fighting back harder every day until my abuser finally understood that I'd had enough. I wasn't taking his shit anymore. Many things changed at that point. He still abused me, but not as much. He would say to me, "Yeah, it's about time you started standing up to me." It was then that I realized that many men abuse women because they want them to live in fear. But once you stand up to them, they are forced to respect you more.

The real tragedy is that my children suffered from mental, physical and emotional abuse. I am now seeking counseling for them to help rebuild their self-esteem. We are working hard to get our lives back together. It was hell. But it is finally over.

"It horrifies me that my children witnessed this abuse. If they cried I would be beaten more until they stopped."



Students Should Train As Writers

(NAPSI)-People considering changing or beginning their careers can get advice and encouragement from an experienced professional.

College students majoring in subjects such as "PR" and "communications" are wondering what kind of jobs will be available to them when they graduate. They have spent four years and up to \$100,000 and now can't find a job except at the minimum wage. But they actually have a lot of talent and skills that could earn them a good living.

To do this, they must become entrepreneurs. For openers, they must stop billing themselves as "PR" people or "communicators."

The label PR Lacks Credibility, as it is one of the most discredited terms in the English language.

"PR specialist" ranked 43rd in credibility on a list of 45 public figures in a 1999 survey that cost the PR Society of America Foundation and the Rockefeller Foundation \$150,000.

The term "PR" is subjected to nearly endless trashing in the media. Very few blue chips use it, having switched to "corporate communications" long ago.

Hang Out Your Shingle

Entrepreneurs who we know are making a good living working as writers for legitimate media and business. Some do full-fledged programs for clients.

They ghost-author books for business people, write books and articles under their own names, write op-ed pieces for clients, letters-to-the-editor, sales brochures, speeches, handle e-mail correspondence, help businesses to market on the Web and create graphics using Quark and other programs. They also show businesses how to create their own flyers.

In short, there are numerous writing and related tasks that a grad can do for small businesses. However, They're not apt to find such work via an ad or PR firm because of the way the finances of such firms are set up.

Working by themselves, they could charge businesses \$20 an hour (\$140 a day or \$700 a week) for helping in all the above named areas. If they charge \$30 an hour this would equal \$1,050 a week.

Firms Bill at 3X Salary

The typical PR firm bills out workers at three times their hourly rate. The \$20-an-hour becomes \$60, and the weekly cost to a client becomes \$2,100.

Individual entrepreneurs have no such costs. They can work out of their parents' homes or own apartments for which rent has already been paid. Many costs associated with a home office can be deducted. Sixty percent of medical premiums can be deducted before taxes are paid.

Another option is bartering. Many a PR firm started out bartering services for meals at local restaurants, groceries, gasoline, car rentals and numerous other products and services.

PR firms normally want a 60- or 90-day cancellation

clause. Grads could propose projects one at a time and relieve businesses of the fear of getting stuck in a legal contract.

Mom 'n Pops Need Help

Grads can bring writing and promotional services to many small businesses that otherwise cannot afford them. Many such businesses go under because they don't spend enough time marketing themselves.

Computer and Web savvy grads have a lot to offer a generation of small business owners that is largely computer illiterate.

Forty million Americans are working out of their homes (one-quarter of the workforce) because of high office costs and the ease of zipping work back and forth via the Web.

As Stephen King points out in *On Writing*, there's only one way to be a writer: read and write seven hours a day at least five days a week for years. Students should take many writing courses, keep a journal of 1,000 to 2,000 words nightly, and read a novel a week by authors who are bold and imaginative with words, such as Annie Proulx (*The Shipping News* and *Postcards*) and Charles Frazier (*Cold Mountain*). Mind-numbing "boob tubing" should be cut to a minimum.

New writers should associate with other writers and reporters and not salespeople.

A home office is a great boon to good writing since writing is a solitary occupation and distractions can be minimized. John Bruen, an executive of a major New York PR firm, used to urge his account executives to do their writing at night when they had time to think.

Writers should save direct mail pieces instead of throwing them away. They are a good source of graphic techniques as well as tested copy platforms.

Create Flyer for Self

Writers today should be able to create well-designed sales promotion pieces, including one for themselves that they can pass out to local merchants. Instead of claiming writing or graphics expertise, they can show it. Merchants will want a similar piece created for them.

Buzz words such as "strategic," "integrated," "synergy," "goals" or "clear goals" should be avoided in approaching prospects. Merchants are on to such words and will think a con job of one type or another is coming. Since "local business owners" are number five on the Credibility Index and PR people are No. 43, it is the PR people who can learn from the business people and not the opposite.

- Jack O'Dwyer, O'Dwyer publications

"Working by themselves, they could charge businesses \$20 an hour (\$140 a day or \$700 a week)"



EXHIBIT BOX

CONTINUED FROM PAGE 3

PRSA/Rockefeller ranking of leaders and/or public figures as "Believable Sources of Information."

1. Supreme Court justice
2. Teacher
3. National expert
4. Member, armed forces
5. Local business owner
6. Ordinary citizen
7. Local religious leader
8. High-ranking military officer
9. School official
10. National leader with shared traits
11. National religious leader
12. Network TV news anchor
13. Governor
14. Local business rep.
15. Local newspaper/TV reporter
16. National civil rights leader
17. Local elected council member
18. U.S. senator
19. National syndicated columnist
20. Mayor of a big city
21. Head of a state agency
22. Head of a local agency
23. Reporter for big newspaper or magazine
24. U.S. congressman
25. Head of a big company
26. National Credibility Index
27. Local civil rights leader
28. U.S. Vice President
29. Head of a national association.
30. Community activist
31. Wall Street executive
32. Head, Presidential advisory board
33. U.S. president
34. Member, Presidential cabinet
35. Pollster
36. Student activist
37. Local union leader
38. Candidate for public office
39. Head of a national union
40. Famous athlete
41. Head of a national interest group
42. Political party leader
43. Public Relations specialist
44. Famous entertainer
45. TV or radio talk show host

Poetry & Song

TOO CLOSE

Can't get too close to you
your too hot for me
you've got a wife a child on the way
getting ready to start a family.
Can't get too close I might just get burned
your smooth talk mixed with deception
was a lesson well learned.
One look first is it love, not quite,
but it's something I'm sure
long distance will my heart endure the passion
the pain the joy the sorrow, man I don't know
but I'll see you tomorrow.
Can't get too close your too hot for me
I guess we will see if you're meant to be
a part of my destiny.
Can't get too close you're too hot for me
and I guess that is true,
but the real question is
am I too hot for you ?

By: Carla Clark

TWO SISTERS

The day was so blue
All through the city people moved about
Hustle and busting in their own world
The world seemed perfect
Until the two sisters began to shout
As they stood tall
Bright, full of conviction their beauty shimmered, filling the city
Unbeknown to them, both would be injured sooner not later
Both would soon die
The horror, the horror cry's of anguish would be heard
When the first sister was shot all stood still
The world shook but all would be well
We'd recover oh most assuredly we would
Nevertheless, when the other sister fell our lives would change
Our world as we knew it came crumbling down
The firefighters, police and all who were there, came to rescue the
daughters of our city
They rushed to the sisters with one thing in their heart, fighting
valiantly
to stop her bleeding
Hundreds and thousands pressed into the smoke
Not caring for the safety of themselves
Only with one thing in their mind
To rescue the sisters and all their friends one at a time
As hours seemed like seconds days minutes
Old man time kept shouting
Soon time we lost, and many died, giving the greatest gift these
heroes
could give, their lives

Theodore J. Heinz - BCC Student Nurse



Your "Cheat Sheet" For... BCC TODAY - Get Connected!

What to do first...- Get online (from anywhere) and go to: BCCTODAY.SUNYBROOME.EDU Then...- Follow the directions for "1st time users." NOTE: BCC TODAY Help is located on the right-hand side of the screen below the login area. You can find out all kinds of stuff here!

OK, I'm logged in... Now what?- Look at the tabs at the top of the page. Click on a few and look around. You will find a short description of each area on the page.

Where is the info on my courses?- Click the "My Courses" tab at the top of the page. Here you'll see a list of all your classes. Click on the title to get to the course home page. This page may have links and other stuff your instructor has plugged in for you. You will also see a "Course Tools" list. Click on the "Message Board" to read or post messages, check the course calendar for important dates, use the chat room to enter into "real-time" discussions with the instructor or other students, or use the email link to see a distribution list containing the names of all of the students in the course! You can use this area to send an email to any or all of your classmates without having to enter their email addresses.

How do I check Email?- Click the email button on the top left-hand side of the page. It will open a small window where you can read and send email.

How do I join a group?- Locate the "Group" button on the top right-hand side of the page, and click it. In this window you will see a tab called "Groups Index." This is a list of all of the current groups. Take a look around. If you see one you'd like to join click the "Join Group" button.

****Group members have access to loads of handy tools. Inside each group area, you'll find chat, message boards, photo galleries, calendars, news updates and more!****

How do I view my calendars?- Click on the "Calendar" button on the top right-hand side of the page. A small window will appear with all of your calendar options. Use the pull down menu on the right to select which calendar you would like to see. Click the options tab at the top of this window to customize your view!

What are the Study and Information Tools?- Follow this link (located on the navigation bar on the left side of the page) to take advantage of a number of resources available to help you with your coursework.

What if I have trouble getting in? Don't give up! For Password trouble - Contact the Registrar's Office (SS105) - 778-5027 For Technical problems - Contact Computing Resources (B121) - 778-5011

Did You...

BCC TODAY

...Today?

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- MEETINGS -

THURSDAYS at 11:00 - Hornet Offices: Science Building, room 107b

TUESDAYS at 1:00 - Wales Building, room 210

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